



## Russian-Speaking Jewish Initiative 2024 for Overnight Camps

While Jewish camps have demonstrated their effectiveness in fostering a strong Jewish identity and developing life-long commitment to Jewish community, Russian-Speaking Jews (RSJ) participate at lower rates in Jewish camping than their peers. Our One Happy Camper® data indicates that approximately 2-3% of the total recipients of the OHC grants are RSJs, which shows an opportunity for further growth (assuming that RSJs comprise approximately 10% of the overall Jewish population in North America). FJC is dedicated to supporting camps and local Jewish communities in bridging this gap by raising awareness and support for camping within the RSJ communities, so that these communities will benefit from the impact of Jewish camp.

### Initiative Goals:

- Increase participation of campers from RSJ backgrounds in Jewish camps across North America.
- Help camps develop and implement strategies for camper recruitment within RSJ population.
- Increase awareness and strengthen the understanding of the impact of Jewish camps amongst RSJ community.

### Target Audience:

**Camps:** All overnight camps in FJC network are welcome to apply. Existing camps in the initiative will be given priority in selecting their recruitment targets.

**Campers:** For 1<sup>st</sup> time or 2<sup>nd</sup> year returning campers who were themselves or from families with at least one parent born in countries of Former Soviet Union ([list](#)) AND who identify as Jewish and/or consider Judaism part of their identity.

### Camper Grants:

Participating overnight camps will be eligible to receive support for at least 5 and up to 30 *new* RSJ campers. Camps may be eligible for second year camper grants based on a 75% rate of their 1<sup>st</sup> time camper commitment.

Each qualified camper (both 1<sup>st</sup> and 2<sup>nd</sup> year) will be eligible to receive a **\$750 needs-blind incentive grant**. First year grants will be supported by FJC and matched by camp at rates dictated by first-time RSJ camper enrollment numbers. Please refer to the table below for the expected match rate. All 2<sup>nd</sup> year RSJ campers will be supported at 50/50 match rate.

Enrolled RSJ Campers	FJC/Camp Match Rate	Total per Camp (max)	FJC Funding per Camp (max)	Camp Funding per Camp (max)
5 to 10 new campers	50/50	\$ 7,500	\$ 3,750	\$ 3,750
11 to 20 new campers	60/40	\$ 15,000	\$ 9,000	\$ 6,000
21 to 30 new campers	70/30	\$ 22,500	\$ 15,750	\$ 6,750

### RSJ Recruiter Funding

Camps committed to enrolling 11 or more RSJ new campers may be eligible to receive funding to hire an RSJ recruiter. Total RSJ recruiter budget will be **\$7,000** combined of FJC support and a camp match. FJC funding will be matched by camps based on their prior participation in the RSJ initiative program: Camps previously in the Initiative (within last 4 years) will be matched at 1:1 rate, while new camps to the



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Initiative will be eligible for a 2:1 rate. For example: “alumni” camps may receive \$3,500 and match it with another \$3,500, while new participating camps may receive up to \$4,667 matched by their own \$2,333.

### **RSJ Family Camps**

Three participating overnight camps in the Initiative will be eligible to apply for additional funding to support development and implementation of a family camp program targeting the RSJ community. FJC will provide up to \$20,000 to be matched by each camp (2:1 match rate, total budget of at least \$30,000) to engage at least 20 RSJ families. FJC will support camps with program consultation with an FJC Jewish educator and RSJ Initiative Director, partnership development, and RSJ outreach.